

2021 ANNUAL REPORT



HALTON HILLS PUBLIC LIBRARY
Imagination | Innovation | Opportunity

A Message from the Library Board Chair

Like the previous year, 2021 was a complex and challenging time, both personally and professionally. However, the past year also carried a great deal of promise and hope. With greater understanding of COVID-19 and the introduction of effective vaccines, we saw in-branch visits increase significantly as patrons were eager to visit their local library once again.

By being flexible, embracing the new normal and continuously adapting to the needs and opportunities around us, Halton Hills Public Library continued to be a community hub, working to make the challenges of the pandemic easier for everyone. By maintaining healthy and safe protocols in our branches, along with the flexibility, ingenuity, and courage of library staff, we were able to make an extraordinary impact on our community.

During these difficult times, our staff worked hard to find ways to bring library services to your home, striving to reach patrons of every age, ability, background, and diversity. We offered over 800 programs, connecting with over 28,000 attendees in 2021.

Your Library Board continued to meet virtually throughout the year, navigating the Library to continually meet the needs of residents in Halton Hills. Thank you to the members of the Board for your valuable time and expertise. To the staff and management of the Library, I thank you and I'm humbled by your dedication, resilience, and hard work.

I would also like to say thank you to our generous donors and library supporters who gave with open hearts, making a fundamental impact on the Halton Hills Public Library.

As we move into 2022, I'm excited for the future growth of our library beyond the pandemic and look forward to continuing to provide a safe and open space for all patrons to live, thrive, play and learn.



Keith Medenblik
Board Chair

A Message from your Chief Librarian & CEO

What a year 2021 was! Despite the continuing pandemic interruptions and challenges, we as a community endured, drew strength from each other and overcame adversity.

By remaining nimble, flexible, and supportive, we continue to actively assist you through these uncertain and challenging times.

The reality of the pandemic also prompted us to boost important initiatives in this community. We are proud of our involvement with the Community Food program, Newcomer Resources program and MagnusCards mobile app, to name a few. We worked hard to bring people together in person and virtually, reached out to those in isolation, returned to in person programming, and increased our equity, diversity and inclusion training efforts.

These interactions reflect the underlying strength of our staff. Halton Hills Public Library strives to be an agent of positive change by providing essential programs, vital services, comprehensive collections, lifelong learning and literacy, in welcoming and inclusive spaces.

I am always inspired by the dedication and support of staff, volunteers, and donors. Together we adapted, found unique ways to deliver services and we discovered how to help each other time and again through the lockdowns and restrictions. I feel honoured to lead this innovative library system.

As I write this, we are in the process of developing a new five-year strategic plan and I could not be more excited. We have met with individuals and groups who have shared their thoughts and offered suggestions. Thank you for participating in our community survey; your input is valued and appreciated.

Finally, thank you for your continued and unwavering support of your Library – a community partner. We are poised, ready and prepared for the next chapter, which will no doubt be as exhilarating as it is challenging!



Melanie Southern
Chief Librarian

2017 - 2022

Strategic Initiatives

A Connected Community

culturally-enriched by population growth and increased diversity

- Community outreach and support services
 - Newcomer Services and initiatives
- Francophone Community Grant - provided French learning initiatives
- Highlighted Truth and Reconciliation initiatives

Outstanding Staff

leaders, processes and technology that maximize the Library's potential

- Increased Customer Service Excellence training
 - Lean training and approach
- Supported wellness and resilience initiatives
- Design Thinking approach to support innovation

Increased Awareness

of the Library's value and relevance to residents

- Community awareness of online threats and fraud
 - Support of Culture Days and Town initiatives
- Increased approach to Equity, Diversity and Inclusion
 - Marketing strategy and communications for greater reach and support in the community

Engaged Key Audiences

through services focused on their needs and interests

- 800+ virtual and in person programs
- Expanded WiFi in branch and in outdoor spaces
- Began 5-year Strategic Plan process (2023-2027)
- Launched MagnusCard program with the Town

2021

Financials and Income Sources

REVENUE*

\$3,754,700

Municipal contribution

\$109,532

Provincial Grants

\$27,384

Federal Grants

\$27,735

Internally generated

EXPENDITURES*

\$3,644,450

Employee costs

\$250,638

Operating costs

\$490,549

Library materials and processing

**Numbers are approximate.*

*The Annual Report does not represent the final year end **annual financial report**, which is issued separately pending the annual audit.*

2021 A Year In Review

571,521

Patrons visited us
online and in branch

7% ↑

Since the start of the pandemic, our goal has been to reach, engage, and assist the Halton Hills community. We worked hard to help residents navigate the ever-changing environment, while keeping staff and visitors safe and motivated. Online visits, programs, collections and eResources continued to grow, and so did the number of visitors in our branches as restrictions eased. We provided opportunities to help create a positive impact in the community.

584

New Library Card Holders



41% ↑

"Went to the Georgetown branch for the first time to pick up our Kinderprep kit. It was such a beautiful place! We loved the Storywalk™ it was Robert Munsch and it was en français fantastique!! We also got a grab and go kit. Thanks for everything! Can't wait to come back!"

~ Michelle

66,512

Physical items borrowed
(books, games, movies, etc.)



26% ↑

"I want to give a joyful shout-out to the library. Not only do they have a service that delivers a bag of books monthly to my dad, they also have a 'wellness check' phone call to him on occasion. What a wonderful, service-oriented facility. Thanks from the bottom of my heart."

~ Linda

150

New Library Connect users



48% ↑

"My supply of books from the Library was delivered to my doorstep today. The big surprise, was a small blanket labelled 'gift to keep you warm while reading'! There was also a piece of paper showing you how to print your vaccine receipt. This is just amazing, thank you for this thoughtfulness!"

~ Anonymous

827

Boardgames and
puzzles borrowed



182% ↑

"The online reservation and the call when your book is ready for pickup. That's been GOLD for our house over the last two years."

~ Georgetown Mom

321

AskUs@HaltonHills
email questions



17% ↑

"Thank you for your kindness, dedication & creativity in keeping the library and its services available throughout COVID-19 and the various levels of shutdowns. We particularly enjoyed your 'cottage-read' style of grab bags."

~ Ruth

2021 Rising To The Challenge

As we look back on 2021, we are proud of HHPL's commitment to this community. Often in times of stress and crisis, opportunities emerge for growth and change. Working tirelessly, we connected people to a wide range of new and enhanced programs, services and resources, through hybrid, in person or virtual settings. Here are a few of the programs that brought us together in awareness, learning, literacy and celebration.



Black History Awareness



Jael Richardson
One Book,
One Halton Hills 2021



Summer Reading Club



Halton Hills FanFest



Culture Days at the Library



Halton Hills Lecture Series



Exploring Our Indigenous
Roots Programs



Moccasin Identifier
Program



Georgetown Library & Cultural
Centre Plaza opening



Community Foundation
Halton North donation

2021 Successes At A Glance

Connected Community

Amplified marginalized voices & facilitated social justice conversations



Provided a Welcome to Halton Hills initiative for newcomers with the Town



Partnered with Food for Life to provide good and healthy food in our community



Offered French Language programming to children/families in Halton Hills



Engages Key Audiences

Equity, Diversity and Inclusion initiatives and resources



Improved WiFi and connectivity in branch and in outdoor spaces



Supported and educated various Climate Change initiatives and resources



MagnusCard app to assist people with navigating Town facilities



Increase Awareness

Engaged over 40,000 participants in online and in-person programming



Increased awareness of online threat & fraud through programming & resources



Supported Culture Days by providing programs and activities at the Library



Developed 3 videos for the Community Foundation Halton North Webathon



Outstanding Staff

Design Thinking and Idea Generation forum to assist and engage staff



Introduced Lean training principals to increase efficiency and workflows



University of Alberta's Indigenous Canada education program for staff



Staff Day to engage staff in the Strategic Planning & Brand project



2021 Community-led Approach

Being responsive to the needs of our community is at the core of what we do. As a team, we modified our processes in an effort to find new and creative ways to support and expand programs across Halton Hills. Equity, diversity and inclusion programming expanded, resulting in important decision making and collaboration for our programs, collections and services.

Equity and Diversity Book Club

In partnership with the Halton Equity & Diversity Roundtable (HEDR), we helped to provide monthly book clubs that engaged and explored diverse titles, by digging deeper into equity, diversity and inclusion. This community-wide initiative is committed to building systemic inclusion and equity in Halton Region.



Community Food Program

HHPL partnered with Food for Life Halton to ensure access to healthy food in Halton Hills. Community fridges stocked with pre-bagged items of fruits, vegetables, and other perishables were installed in both the Acton and Georgetown Branches. Residents in need of food were encouraged to help themselves.



Conservation Park Passes

HHPL partnered with Conservation Halton to provide day-use passes at Conservation Halton Parks. Residents could put a hold on passes and borrow them for free from us. These passes provided families with an opportunity to get out of the house and explore our natural parks and forests.



MagnusCards

In collaboration with the Town of Halton Hills, we introduced the MagnusCards program and app in support of people with autism or other cognitive impairments. MagnusCards provide prompts and positive reinforcement to assist individuals in navigating environments like the Library or Town Hall.



Ribbons to Remember

We invited the community to tie a ribbon to remember and honour Indigenous children whose remains had been recovered at residential schools across Canada. Ribbons were tied at both the Acton and Georgetown Branches.



REDress Project

In support and collaboration with Grandmother's Voice, we once again brought the REDress project to Halton Hills. This important and educational project is an art installation based on the aesthetic response to the disproportionate number of Missing and Murdered Indigenous Women and Girls in Canada.



Newcomer Resources Program

Working in collaboration with the Town, we launched a revitalized Newcomer Resources Program for Halton Hills. Residents new to Halton Hills are invited to visit the Library and pick up a welcome package and library card. This package allows newcomers to discover all the free resources that are available to them and their family!



2021 Community Partners

- Acton Foodshare
- ADAPT (Alcohol, drug, gambling, behavioural addiction services)
- Alzheimer Society Brant, Haldimond, Norfolk, Hamilton, Halton
- Canadian Mental Health Association
- Centre for Skills and Development
- Esqueping Historical Society
- Friends of the Halton Hills Public Library
- Food for Life
- Georgetown Breadbasket
- Halton Community Services Directory
- Halton Community Legal Services
- Halton Equity & Diversity Roundtable (HEDR)
- Halton Housing Help
- Halton Region Small Business Centre
- Halton Multicultural Council (HMC Connections)
- Heritage Acton
- ROCK (Reach Out Centre for Kids)
- STRIDE (Supported Training & Rehabilitation in Diverse Environments)
- The Adult Learning Centre
- VPI Working Solutions

Looking Ahead

We are excited to have started our 5-year strategic plan process. In mid to late 2022, we will be rolling out the new strategic plan and brand that will lead your library into the future. We look forward to sharing the results of the plan with you.

In addition, we will unveil an updated website in late 2022. We will continue to make the website user-friendly, packed with great resources and important information for everyone.

In our branches, patrons can expect more diverse titles, expanded collections and new resources. Our goal is to maintain a welcoming, safe and inclusive space for literacy and lifelong learning, and one that is enjoyed by all. We know that an inclusive community, is a strong one!

Through the trials and challenges of the pandemic, we have seen that everyone can benefit from additional mental health resources. We will continue to provide access to great resources, community programs, lectures, books, audiobooks and eBooks.

Visit us in person or 24/7 on our website. Borrow physical and virtual collections, follow and like us on social media, and subscribe to our eNewsletter and online calendar. We are here for you!

Vision

Your path to worlds of imagination, innovation and opportunity.

Mission

To engage the residents of Halton Hills in exploring ideas, expressing creativity, and making connections.

Values

Stellar Service, Intellectual Freedom, Innovation, Partnership, Building Community, Staff Development.

Management Team

Melanie Southern	Chief Librarian & CEO
Clare Hanman	Manager of Content and Technologies
Beverley King	Manager of Community Engagement
Mary Querques	Manager of Business Services

Library Board

Keith Medenblik	Chair
Betsy Cosper	Vice-chair

Members:

Councillor Ted Brown, Lisa Caissie, Larry Hawes, Matt Kindbom, Councillor Ann Lawlor, Joanna Meler, James Schumacker, Tamara Smith and Marilyn Willis.

Locations

Acton Branch

17 River Street, Acton ON, L7J 1C2

Georgetown Branch

9 Church Street, Georgetown ON, L7G 2A3

HALTON HILLS PUBLIC LIBRARY

Imagination | Innovation | Opportunity

Like, share, follow and engage with us on social media!

